

ORDER



Orders	Order / Rev:	104463	Primary AE:	Amy McCreary
	Alt Order #:	06832858	Sales Office:	BLPHI
	Product Desc:	DSCC IE	Sales Region:	National
	Estimate:	1407		
	Flight Dates:	10/23/12 - 10/29/12		
	Original Date / Rev:	10/16/12 / 10/16/12		
	Order Type:	GENERAL		
Agency	Name:	Great American Media	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	1010 Wisconsin Ave. NW Washington, DC 20007	Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	Democratic Senatorial Campaign Com	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLI2,PLI1	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSTUE, GEN		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	111	\$92,350.00	\$78,497.50	October 2012	111	\$92,350.00	\$78,497.50	0.00
10/29/12	10/29/12	21	\$13,250.00	\$11,262.50	November 2012	21	\$13,250.00	\$11,262.50	0.00
					Totals	132	\$105,600.00	\$89,760.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	14%	\$105,600.00
Market	100%	\$754,285.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$218,742.86
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$135,771.43
KTUD	1%	\$7,542.86
KVVU	17%	\$128,228.57
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	21%	\$158,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/23/12	10/26/12	M-F 5-6a	WakeUp w/Wagners	5-6a	-TWTF	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
NWES															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				

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Advertiser: Democratic Senatorial Campaign Commi
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 Estimate: 1407

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/23/12	10/26/12	M-F 5-6a WakeUp w/Wagners		5-6a	- TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
NWES															
2	KSNV	10/29/12	10/29/12	M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
NWES															
3	KSNV	10/23/12	10/28/12	Wake Up Early w/ Wagners		430a-5a	- TWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
NEWS															
4	KSNV	10/23/12	10/26/12	M-F 6-7a WakeUp w/Wagners		6-7a	- TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
5	KSNV	10/29/12	10/29/12	M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
6	KSNV	10/29/12	10/29/12	Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
7	KSNV	10/23/12	10/26/12	Today Show	CM	658a-9am	- TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
8	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY		6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
9	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SAT TODAY															
10	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY		6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
11	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY															
12	KSNV	10/28/12	10/28/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MTP															
13	KSNV	10/28/12	10/28/12		CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount			
News 3 Today Wknd																		
News 3 Today																		
NEWS																		
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$500.00</u> Rating <u>0.00</u>																		
14	KSNV	10/28/12	10/28/12	Chris Matthews	9:30AM	CM	9:30a-10a								1	\$600.00	0.00	NM
Chris Matthews SUN 9:30am																		
CM																		
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$600.00</u> Rating <u>0.00</u>																		
15	KSNV	10/23/12	10/26/12	M-F Today Show II	3rd	CM	9-10a								4	\$425.00	0.00	NM
M-F Today Show II																		
TODAY II																		
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$425.00</u> Rating <u>0.00</u>																		
16	KSNV	10/29/12	10/29/12	M-F Today Show II	3rd	CM	9-10a								1	\$425.00	0.00	NM
M-F Today Show II																		
TODAY II																		
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$425.00</u> Rating <u>0.00</u>																		
17	KSNV	10/29/12	10/29/12	M-F Today Show III	4th	CM	10am-11am								1	\$325.00	0.00	NM
Today 4th Hour																		
TODAY III																		
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$325.00</u> Rating <u>0.00</u>																		
18	KSNV	10/23/12	10/26/12	M-F Today Show III	4th	CM	10am-11am								4	\$1,300.00	0.00	NM
Today 4th Hour																		
TODAY III																		
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$325.00</u> Rating <u>0.00</u>																		
19	KSNV	10/23/12	10/26/12	Rachael Ray		CM	11am-12pm								4	\$1,300.00	0.00	NM
Rachael Ray																		
RR																		
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$325.00</u> Rating <u>0.00</u>																		
20	KSNV	10/29/12	10/29/12	Rachael Ray		CM	11am-12pm								1	\$325.00	0.00	NM
Rachael Ray																		
RR																		
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$325.00</u> Rating <u>0.00</u>																		
21	KSNV	10/29/12	10/29/12	Noon News		CM	12-1230pm								1	\$425.00	0.00	NM
Noon News																		
NEWS																		
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$425.00</u> Rating <u>0.00</u>																		
22	KSNV	10/23/12	10/26/12	Noon News		CM	12-1230pm								4	\$1,700.00	0.00	NM
Noon News																		
NEWS																		
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$425.00</u> Rating <u>0.00</u>																		
23	KSNV	10/23/12	10/26/12	The Agenda	1230pm	CM	1230-1p								4	\$325.00	0.00	NM
The Agenda 1230pm																		
AGENDA																		
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-TWTF--</u> Spots/Week <u>4</u> Rate <u>\$325.00</u> Rating <u>0.00</u>																		
24	KSNV	10/29/12	10/29/12	The Agenda	1230pm	CM	1230-1p								1	\$325.00	0.00	NM
The Agenda 1230pm																		
AGENDA																		
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$325.00</u> Rating <u>0.00</u>																		
25	KSNV	10/29/12	10/29/12			CM	1258p-2pm								1	\$425.00	0.00	NM

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Days of our Lives															
Days of our Lives															
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/29/12	11/04/12	M-----											
26	KSNV	10/23/12	10/26/12	Days of our Lives	CM	1258p-2pm	- TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
Days of our Lives															
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	- TWTF--											
27	KSNV	10/23/12	10/26/12	The Doctors	CM	2pm-3pm	- TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	- TWTF--											
28	KSNV	10/29/12	10/29/12	The Doctors	CM	2pm-3pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/29/12	11/04/12	M-----											
29	KSNV	10/29/12	10/29/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/29/12	11/04/12	M-----											
30	KSNV	10/23/12	10/26/12	Dr. Phil	CM	3-4p	- TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	- TWTF--											
31	KSNV	10/23/12	10/26/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	- TWTF--	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
(4PM NEWS (1 hour))															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	- TWTF--											
32	KSNV	10/29/12	10/29/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
(4PM NEWS (1 hour))															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/29/12	11/04/12	M-----											
33	KSNV	10/29/12	10/29/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
(4PM NEWS (1 hour))															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/29/12	11/04/12	M-----											
34	KSNV	10/23/12	10/26/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	- TWTF--	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
(4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	- TWTF--											
35	KSNV	10/23/12	10/26/12	M-F Early News	CM	5-630p	- TWTF--	:30	8	\$1,200.00	1	0.00	NM	8	\$9,600.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	- TWTF--											
36	KSNV	10/29/12	10/29/12	M-F Early News	CM	5-630p	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/29/12	11/04/12	M-----											
37	KSNV	10/27/12	10/27/12		CM	5pm-630pm	-----S-	:30	2	\$675.00	1	0.00	NM	2	\$1,350.00

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KSJV

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				NEWS											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	M-----		1	\$1,200.00			0.00					
50	KSNV	10/23/12	10/26/12	M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
				M-F News 3 at Eleven											
				NEWS											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	- TWTF--		4	\$1,200.00			0.00					
51	KSNV	10/27/12	10/27/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	-----S-		1	\$1,100.00			0.00					
52	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	-----S		1	\$1,100.00			0.00					
53	KSNV	10/23/12	10/26/12	The Tonight Show	CM	1135p-1237a	- TWTF--	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
				Tonight Show											
				TON SHOW											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	- TWTF--		4	\$500.00			0.00					
54	KSNV	10/29/12	10/29/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Tonight Show											
				TON SHOW											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	M-----		1	\$500.00			0.00					
55	KSNV	10/29/12	10/29/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$250.00	1	0.00	NM	1	\$250.00
				Late Night w/Fallon											
				FALLON											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	M-----		1	\$250.00			0.00					
56	KSNV	10/23/12	10/26/12	Late Night w/Fallon	CM	1237a-136am	- TWTF--	:30	4	\$250.00	1	0.00	NM	4	\$1,000.00
				Late Night w/Fallon											
				FALLON											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	- TWTF--		4	\$250.00			0.00					
57	KSNV	10/23/12	10/26/12	Last Call w/Carson Daly	CM	136-205am	- TWTF--	:30	3	\$175.00	1	0.00	NM	3	\$525.00
				Last Call w/Carson Daly											
				CARSON											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	- TWTF--		3	\$175.00			0.00					
58	KSNV	10/29/12	10/29/12	Last Call w/Carson Daly	CM	136-205am	M-----	:30	1	\$175.00	1	0.00	NM	1	\$175.00
				Last Call w/Carson Daly											
				CARSON											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/29/12	11/04/12	M-----		1	\$175.00			0.00					
59	KSNV	10/27/12	10/27/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
				Saturday Night Live											
				SNL											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	-----S-		2	\$1,400.00			0.00					
60	KSNV	10/28/12	10/28/12	Sports Night in Las Vegas	SM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
				SPOTS NIGHT											
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/22/12	10/28/12	-----S		1	\$400.00			0.00					
E 61	KSNV	10/23/12	10/26/12		CM	6-7a	- TWTF--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00

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